

May 1, 1950.

Mr. William Terry
Production Director
Radio Station WDBS
Dartmouth College,
Hanover, N.H.

Dear Bill:

Friday I received a phone call from NBC requesting information on talent that the Ivy stations had which might be used on a disc jockey program they are doing.

Actually I know very little about what they have in mind, but I gather that they are running some sort of contest for teen age disc jockeys and would welcome our participation.

I told him I would contact you and send him a list of names of those you recommend. I would appreciate your contacting any men at WDBS who would be interested in such a program. But don't give me the names of anyone who won't do a decent job. The reputation of your station is at stake to an extent in this, and I imagine you would be interested in having as good a presentation on NBC as possible.

Although this is supposedly a teen-age contest, NBC stated that they would be able to overlook a slight age discrepancy, but if possible they would like to stay within the age limits.

Actually the idea of a contest of that sort revolts me in a way, but it is a good opportunity for anyone who can do a good job.

I will forward the list you send me to NBC.

Cordially yours,

Howard Eaton, Jr.
Program Director
THE YALE BROADCASTING COMPANY

HE/ekc

Copies to:

Mr. Jack Walsh, Program Director, Radio Station WPRU, Princeton University
Mr. Curtis Reitz, Station Manager, Radio Station WXPB, University of Pennsylvania
Mr. Igor Kipnis, Program Director, Radio Station WHRB,
16 Dunster Street, Cambridge, Mass.

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Copies to:
Mr. Jack Ralph, Program Director, Radio Station WPRU, Princeton University
Mr. Charles Reitz, Station Manager, Radio Station WJL, University of Pennsylvania
Mr. Lee Kipnis, Program Director, Radio Station WBBB, Cambridge, Mass.